



## PRODUCT BRIEF



### THE PUMA KING ICON. BE THE NEXT ONE

**Herzogenaurach, Germany – May 18<sup>th</sup>, 2023** – Sports company PUMA has today launched the PUMA KING Icon edition to celebrate PUMA’s history in football by honoring some of the greatest players of all time who wore the PUMA KING: Eusébio, Pelé, Johan Cruyff, Lothar Matthäus and Diego Maradona.

KING has always stood for excellence. For decades the best players in the world wore KING while winning everything. They controlled the game with a touch of class as KINGS of the game. To celebrate their legacy the new state-of-the-art KING features a special colorway that combines the national colors of the five icons who co-wrote the history of PUMA, KING and football itself.

The PUMA KING Icon edition features PUMA exclusive K-BETTER™, a completely new, non-animal based upper material for ultimate touch and control benefits because control is king. The innovative new upper also contains at least 20% recycled material as a step toward a better future.

K-BETTER™ has proven to outperform the previous KING K-Leather in testing for touch, comfort, and durability. PUMA is so convinced by the performance characteristics of K-BETTER™ that it will stop producing football boots with kangaroo leather altogether this year.

Apart from the redesigned upper, The KING also features a new lightweight outsole with an external heel counter, KING stability spine and conical studs, so you have as much control over your movements as you do over the ball. The KING includes a lightweight removable sockliner with NanoGrip technology to keep the foot locked in place to minimize any loss of power when changing direction.

Be the next icon with the PUMA KING Icon edition available from May 18<sup>th</sup> at PUMA.com, PUMA stores and specialist football retailers worldwide.

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## **PUMA**

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PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>